

Docket No. RSW920000110US1

**ABSTRACT OF THE DISCLOSURE**

**AUTOMATED AND OPTIMIZED MASS CUSTOMIZATION OF DIRECT  
MARKETING MATERIALS**

5 A method for customizing direct marketing materials  
is provided. This method comprises developing models to  
predict customer purchases and then scoring potential  
10 customers for each predictive model. Next, specific  
layout areas are determined as well as where particular  
products may be placed in the layout. In one embodiment,  
preference multipliers are used to determine the  
increased likelihood of a product being purchased  
15 depending on its location in the layout (i.e. front  
cover). An optimization model is then used to customize  
the layout for potential customers, whether it be for a  
niche market or individual customers. The customized  
layout is only printed and sent if the expected profits  
20 exceed the production costs of the materials.